Résumé zhen@zhendesigns.com   zhendesigns.com   (415) 215-2968

SUMMARY	Senior Visual Designer with 12 years of expertise in branding and digital marketing in multiple industries. Expert in creating impactful visuals for marketing campaigns, ensuring brand coherence, and collaborating effectively with teams. Known for innovative design solutions that elevate brand presence and engage audiences effectively.		

NAME	Zhen Li	**PREFERRED**	Jimmy	**PRONOUN**	He / Him

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WEBSITE	zhendesigns.com	**LINKEDIN**	linkedin.com/in/zhen-jimmy-li

EXPERIENCE				
	10x Genomics Senior Visual Designer		Marketing Strategies / Re-Branding / Brand management Social Media / Event Marketing / Presentation	09/2020–Present
	Naver BAND	Visual Designer	Digital Marketing / Social Media / Event Marketing / Presentation	02/2018–12/2020
	Harvery Life	Marketing Designer	Brand Management, Digital, Web and Print Marketing, Photography, Packaging	07/2017–02/2018
	Netherfire Entertainment	Marketing Designer	Social Media Marketing / App Store Marketing, Web Design, In-App Marketing	08/2015–01/2016
	Yaean Studio	Lead Designer	Design team lead for multiple world-renowned clients	07/2013–12/2013
	Cocoon Group	Visual Designer	Design lead for global marketing efforts (collaterals, packaging, web, branding, product design, etc.)	08/2010–06/2013
	Freelancing	Designer	3D Prototyping / Marketing designs	10/2010–Present

EDUCATION	Academy of Art University	01/14–05/17	Master of Fine Arts

SKILLS			
	Brand Management	Adobe Creative Cloud	Presentation Design
	Digital Marketing	Prototyping (XD / Sketch / InVision)	Video Editing
	Creative Direction	UI / UX Design	Sound Editing
	Project Management	Product Design	Web Design (Front End)
	Communication Skills	Motion Graphics	3D Prototyping
		Visual Design	Illustration
		Studio Photography	

LANGUAGES	English / Mandarin

AFFILIATION	AIGA member, San Francisco Chapter

* References available upon request.